ONLINE PURCHASE EXPERIENCES
(WITH RESPECT TO COMPUTER AND MOBILE ACCESSORIES)

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ABSTRACT

The sharp shoot in the number of people using internet, online purchasing in India has taken a fast ride. Younger generation who is well versed with technology and mobile phones is having a gala time on phones and PCs. With companies offering wonderful images, wonderful advertisements and wonderful offers on online purchases, these youngsters are lured towards these offers and are attracted towards the sites. A study conducted by BCG indicates that by the year 2018 the figure of internet users will shoot up and reach up to 583 million. The e-commerce penetration in India is still low and there is considerable room for growth and a market for multiple players to co-exist. The study is an eye opener to the brick and click companies; selling computer and mobile accessories. The 'convenience' sample of 150 internet users in the age group of 15 years and above from Ahmedabad city was chosen to analyze consumer's Buying Preference toward different Computer accessories and Mobile accessories and to identify the factors that affect the consumer's experiences and the relationship between those factors and the satisfaction from online purchase. The findings of the study revealed that majority of the consumers who buy online are in the age of 15 to 25 years of age with annual income of Rs. One lac. They prefer to buy Pendrives, mobile cases, mobile covers, headset, screen guards, chargers, cables, gameboards, monitor and hard-drive because they get discounts and other deals. The factors that affect their online experience are aesthetic value, Emotional Value, followed by Functional Value, Epistemic

Value, Hedonic Value and lastly Utility Value. Factors that give aesthetic value to the consumers are the major contributing factors that provide satisfaction to the customers.

Keywords - Computer Accessories, Internet Users, Mobile Accessories, Online Shopping, Website Attributes and Services

Introduction

Fast technology up gradation has moved everyone from physical stores to e-stores to satisfy their needs and wants. With people running after money with hectic and busy lifestyles; online shopping come to their rescue. The sharp shoot in the number of people using internet, online shopping in India also has taken a fast ride. Younger generation who is well versed with technology and mobile phones is having a gala time on phones and PCs. With companies offering wonderful images, wonderful advertisements and wonderful offers on online purchases, these youngsters are lured towards these offers and are attracted towards the sites. A study conducted by BCG suggests that during the year 2013; out of 1220 million Indians, 169 million Indians were active internet users. Again in 2015, the report said that out of 30% rural population, only 15% use internet and out of 70% urban population, India has only been able to capture 10% population on internet. The study indicates that by the year 2018 this figure of internet users will shoot up and reach up to 583 million. The e-commerce penetration in India is still considerably low and there is considerable room for growth and a market for multiple players to co-exist. E-commerce companies have been waging an all-out war against each other, competing on prices and offering discounts on sales and ultimately the winner has only been the customers.

Literature Review

Many research studies have been conducted on the different aspects of online purchasing or online shopping. Anthony D. Miyazaki and Ana Fernandez (2001)[1] explored risks perception among consumers of varying levels of internet experience and their relationship with online shopping activity in their study "Consumer Perceptions of Privacy and Security Risks for Online Shopping". The survey analysis derived at 269 concerns of consumers related to online shopping risks. It was found that the respondents with higher internet experience and the use of other remote purchasing methods (i.e. telephone and mail) have

lower levels of perceived risks toward online shopping and that turns into higher online purchase rates. Privacy was the highest concern of issue for consumers with higher internet experience. Lee and Turban (2001)[2] studied on trust in internet shopping and it was found that lack of trust is one of the commonly cited reasons as to why the consumers do not prefer an online purchase and it plays a significant role in facilitating online transactions. This might be because in an online environment the consumers have no physical interaction with the seller. So website plays an important role to gain customers trust online. Timo Koivumäki (2001)[3] through the study on "Consumer Choice Behavior and Electronic Shopping Systems – A Theoretical Note" performed an experiment to investigate the relationship between shopping experience and consumers' Purchasing behaviour in a computer mediated shopping environment. The results of the survey found the relationship between the shopping experiences (customer satisfaction) and the outcome of the shopping process and the total monetary amount of purchases made. Edwina Luck, Australia (2003)[4] with the purpose to explore how the Internet provides consumers with information, how they go about finding this information, and what information is important to them conducted four Focus group interviews with 88 respondents. The findings of the qualitative research revealed that service encounters often provided focus group participants with pleasurable experiences so the focus should be on this interaction as a major communication form between consumer and company, enabling and enhancing loyalty after, the initial exploratory information search phase. Navigation, product representations and information within sites were important for participants and security and distrust were the major factors why they did not purchase. Huizingh & Hoekstra, (2003)[5] in their study, "Why do consumers like websites?" had explored many factors that determine why customers return to a store or web-site. The study found that longer lengths of time spent online by consumers increases the likelihood of consumers revisiting a website or becoming customers by buying a product As such, designing a website in such a way as to retain customer attention and satisfaction, increases the likelihood of creating repeat customers. Pooja Mordani (2008)[6] 's study on 'investigation of consumer's perception towards internet based e-shopping" involved an experiment in which the respondents were asked to go through the online shopping process and relate their experiences. The study found that the positive experience with a website plays a vital role in forming consumers trust while shopping online and if consumers trust the website then they will perceive ease of use, perceive enjoyment and perceive the website to be less risky which would finally culminate into an intention to transact with the website. Yu-Je Lee, Ching-Lin Huang, Lung-Yu Chang, Ching-Yaw Chen (2009)[7] with the help of

structural equation modeling (SEM) in their study, "Exploring the Influence of Online Consumers' Perception on Purchase Intention as Exemplified with an Online Bookstore " showed that product perception, shopping experience, and service quality have positive and significant influence on consumers' purchase intention, but perceived risk has negative influence on consumers' purchase intention, and shopping experience is most important. The study by Adil Bashir (2013)[8] on, "Consumer Behavior towards online shopping of electronics in Pakistan" revealed that the main barrier in the process of online shopping is the safety issue. People of Pakistan are afraid to share their personal information and financial information on internet. Credit cards are also not available to all in general as majority of the consumers are young generation.

Research Methodology

Research Objectives

Many studies have been undertaken on the different aspects of online purchasing and online purchasing websites. Nowadays due to the craze of using internet and scarcity of time many educated and young people have turned to online shopping. The following objectives were thought of for doing this study:

- To analyze consumer's Buying Preference toward different Computer accessories in Ahmedabad City.
- To analyze consumer's Buying Preference toward different Mobile accessories in Ahmedabad City.
- To identify the factors those affect the consumer's experiences and establish the relationship between the factors and the satisfaction from online purchase.

Research Design, Sampling Design and Data Collection

A descriptive and conclusive study was conducted in Ahmedabad city with a single cross-sectional group of 150 online buyers in the age group of 15 years and above, selected on the convenience base where in a survey was undertaken to know the shopping experiences of respondents who have purchased mobile and computer accessories online and the major factor/s responsible for consumer satisfaction on online purchase. A structured questionnaire with Likert Scale statements, some close ended questions along-with basic and demographic

information; was personally distributed. A respondent was selected in a sample on the basis of a qualifying question whether she/he has ever bought any computer or mobile accessory.

Statistical Tools

- Descriptive and Inferential Measures
- Factor Analysis
- Regression Analysis

Data Analysis

First of all the questionnaires were coded and data was checked for inconsistencies. After cleaning the data tables were prepared and descriptive studies were conducted. Frequencies and percentages were derived. Factor Analysis was applied to find out the factors affecting the consumer's experiences. In order to identify the most contributing factor affecting overall satisfaction of online shoppers, multiple regression analysis was carried out between the overall satisfaction (dependent variable as measured on the five point scale) and extracted factor scores as independent variables.

The demographic profile of the respondents is as follows:

Table -1: Demographic Details:

Sr. No.	Demographics	Frequency	Percentages
1	Gender		
	Male	106	60%
	Female	44	40%
2	Marital Status		
	Single	90	60%
	Married	60	40%
3	Age		
	15 years to 25 years	73	48.67%
	26 years to 35 years	49	32.67%
	36 years to 45 years	19	12.67%

		46 years to 55 years	9	6%
		Above 55 years	0	0%
4	Education			
		SSC	3	2%
		HSC	12	8%
		Gradution	83	55.33%
		Post-Graduation	52	34.67%
5	Occupation			
		Student	12	8%
		Service	73	48.67%
		Business	39	26%
		Profession	26	17.33%
6	Income per month			
		Less than Rs.15000	52	34.67%
		Rs.15001 to Rs.30000	52	34.67%
		Rs.30001 to Rs.45000	28	18.67%
		Rs.45001 to Rs.60000	12	8%
		Above Rs.60000	6	4%
7	Credit card			
		None	51	34%
		1	55	36.67%
		2	29	19.33%
		3	8	5.33%
		4	6	4%
		More than 4	1	0.67%
8	Family size			
		2	9	6%
		3	30	20%
		4	34	22.67%
		5	47	31.33%
		6	18	12%
		More than 6	12	8%

Analysis and Discussions

Table-2 below indicates the descriptive analysis of the scores obtained of 150 respondents on 19 variables under study:

Table-2 : Descriptive Statistics

Sr. No.	Variables	Mean	Std. Deviation	Coefficient of Variation
1	Shopping on this website was relaxing	1.8533	0.84652	45.67636
2	Shopping on this website made me feel like I was in another world	2.7133	1.30737	48.18376
3	I got so involved when I shopped on this website that I forgot everything else	2.8133	1.23368	43.8517
4	Shopping on this website was fun	2.2400	0.81661	36.4558
5	Shopping on this website was a good "time-out"	2.2267	0.93512	41.99578
6	During the shopping trip, I felt the excitement of the hunt	2.5133	0.98809	39.31445
7	While shopping, I felt a sense of Adventure	2.4600	1.05315	42.81098
8	I enjoyed the exposure to new products during the shopping trip	2.2333	0.83880	37.55877
9	I had a good time because I was able to act on the spur of the moment	2.2533	0.99789	44.28571
10	I enjoyed shopping in this website for its own sake, not just for the items I might have purchased	2.2733	0.81838	35.99965
11	I got a good quality product for a reasonable price	2.0400	0.83449	40.90637
12	I got my money's worth for the money I spent	2.1867	0.86223	39.43065
13	I enjoyed the interaction with staff	2.2800	1.08757	47.70044
14	Shopping on this website was pragmatic and economical	2.3067	0.84303	36.54702
15	Taking advantage of a price deal made me feel good	2.1867	0.82239	37.60873
16	I got a lot of pleasure from knowing that I have saved money	2.1267	0.69800	32.8208
17	I found the item(s) I was looking for	2.0000	0.73274	36.637
18	I accomplished what I wanted to do in this website	2.0867	0.67493	32.34437

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19	The shopping from website helped me to release pressure	2.2467	0.95494	42.50412

The highest mean score corresponds to variable no. 3 which indicates that majority of the respondents get so involved when they shop on online that they forget everything else. The least mean score belongs to variable no. 1 which implies that very few people believe that Shopping online was relaxing. The Coefficient of Variation of variable 18 is the least one which indicates that the responses for variable no. 18 are most consistent. The Coefficient of Variation of variable 2 is the highest one which indicates that the responses for variable no. 2 are most inconsistent.

In order to test the data appropriateness for factor analysis "KMO and Bartlett's Test" was carried out as shown in Table -3 below:

Table-3 : KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.856
Bartlett's Test of Sphericity	Approx. Chi-Square	1024.185
	df	171
	Sig.	0.000

A high value of KMO between 0.5 and 1.0, (Field, 2009. p. 647) suggests that the data is adequate for factor analysis. In this case the value was 0.856 which is closer to 1.0 and hence the data is fit for Factor analysis. KMO value is 0.856; the p value is 0.0000 which is less than 0.05, this testified that the sample was appropriate for factor analysis. It may be noted here that the sample size of 150 is more than 8 times the number of variables nineteen (19). All this justify the use of Factor Analysis for this study.

In order to test the following hypothesis:

H0: There is no significant relationship between the variables in the population.

H1: There is a significant relationship between the variables in the population.

Bartlett's Test of Sphericity was applied which showed that the significant value was 0.000 which is less than the 0.05 and hence the null hypothesis (H0) was rejected, approx chi-square value is 1024.185 which is also large and hence it can be concluded that there is a

significant relationship between the identified factors in the population or in other words the variables are highly correlated with each other.

Principal Component Method was applied because the primary concern of the analysis was to determine the minimum number of factors that will account for maximum variance of data.

Table-4 : Communalities

	Communalities		
Sr. No.	Variables	Initial	Extraction
1	Shopping on this website was relaxing	1.000	0.628
2	Shopping on this website made me feel like I was in another world	1.000	0.699
3	I got so involved when I shopped on this website that I forgot everything else	1.000	0.676
4	Shopping on this website was fun	1.000	0.698
5	Shopping on this website was a good "time-out"	1.000	0.511
6	During the shopping trip, I felt the excitement of the hunt	1.000	0.628
7	While shopping, I felt a sense of Adventure	1.000	0.714
8	I enjoyed the exposure to new products during the shopping trip	1.000	0.653
9	I had a good time because I was able to act on the spur of the moment	1.000	0.663
10	I enjoyed shopping in this website for its own sake, not just for the items I might have purchased	1.000	0.578
11	I got a good quality product for a reasonable price	1.000	0.700
12	I got my money's worth for the money I spent	1.000	0.734
13	I enjoyed the interaction with staff	1.000	0.699
14	Shopping on this website was pragmatic and economical	1.000	0.545
15	Taking advantage of a price deal made me feel good	1.000	0.574

16	I got a lot of pleasure from knowing that I have saved money	1.000	0.699
17	I found the item(s) I was looking for	1.000	0.698
18	I accomplished what I wanted to do in this website	1.000	0.682
19	The shopping from website helped me to release pressure	1.000	0.602

The communalities indicate how much of each variable accounted for by the underline factors taken together. A relatively high communality shows that not much of the variable is left over after whatever the factors represent is taken into consideration.

Variable no. 12 has the highest communality of 0.734 which means that 73.4% of the variance or information content of this variable namely, " I got my money's worth for the money I spent" is explained by the six factors taken together which is fairly good.

Extraction Method: Principal Component Analysis

Table-5 below helps explaining the extraction of Six major factors affecting consumers' experiences towards online shopping of mobile and computer accessories along with their extracted cumulative percentage variances. As the table shows, all the six factors jointly explain 65.155% of the total variance in the responses towards the variables on consumer experiences of online purchase.

Table-5 : Total Variance Explained

Component	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6.341	33.372	33.372	6.341	33.372	33.372	4.247	22.351	22.351
2	1.557	8.194	41.566	1.557	8.194	41.566	1.815	9.555	31.906
3	1.236	6.507	48.073	1.236	6.507	48.073	1.701	8.951	40.857
4	1.157	6.088	54.160	1.157	6.088	54.160	1.657	8.719	49.576
5	1.063	5.596	59.757	1.063	5.596	59.757	1.554	8.181	57.756
6	1.026	5.399	65.155	1.026	5.399	65.155	1.406	7.399	65.155
7	0.871	4.584	69.739						
8	0.799	4.205	73.944						

9	0.733	3.860	77.804						
10	0.697	3.668	81.472						
11	0.580	3.053	84.524						
12	0.514	2.703	87.227						
13	0.494	2.598	89.825						
14	0.448	2.358	92.183						
15	0.392	2.065	94.247						
16	0.345	1.815	96.062						
17	0.288	1.516	97.578						
18	0.260	1.369	98.947						
19	0.200	1.053	100.000						

Varimax rotation was applied because the purpose was also to determine those factors which are uncorrelated with each other. The rotated component matrix is given in the Table- 6 below:

Table-6 : Rotated Component Matrix

Variables	Component					
	1	**2**	**3**	**4**	**5**	**6**
Shopping on this website was relaxing	0.755	0.001	0.072	-0.028	0.221	-0.054
Shopping on this website made me feel like I was in another world	0.718	0.318	0.157	0.229	-0.074	-0.015
I got so involved when I shopped on this website that I forgot everything else	0.633	0.373	0.280	0.234	-0.031	0.049
Shopping on this website was fun	0.512	0.052	0.120	-0.017	0.644	0.052
Shopping on this website was a good "time-out"	0.572	0.041	0.263	0.079	0.318	0.076
During the shopping trip, I felt the excitement of the hunt	0.545	0.475	0.189	0.165	0.203	0.034

While shopping, I felt a sense of Adventure	0.477	0.485	-0.262	0.027	0.195	0.378
I enjoyed the exposure to new products during the shopping trip	0.110	0.022	0.115	0.743	0.260	-0.090
I had a good time because I was able to act on the spur of the moment	0.363	0.155	-0.153	0.596	-0.124	0.338
I enjoyed shopping in this website for its own sake, not just for the items I might have purchased	0.082	0.567	0.146	0.465	0.063	0.088
I got a good quality product for a reasonable price	0.280	0.225	0.693	0.064	-0.138	0.260
I got my money's worth for the money I spent	0.058	0.104	0.760	0.071	0.370	0.011
I enjoyed the interaction with staff	0.782	0.111	-0.067	0.198	-0.038	0.174
Shopping on this website was pragmatic and economical	0.650	0.239	0.097	0.152	0.078	0.163
Taking advantage of a price deal made me feel good	0.462	-0.074	0.340	0.449	0.069	-0.178
I got a lot of pleasure from knowing that I have saved money	0.246	-0.384	0.343	0.260	0.080	0.547
I found the item(s) I was looking for	0.013	0.117	0.064	0.201	0.782	0.169
I accomplished what I wanted to do in this website	-0.001	0.109	0.092	-0.069	0.152	0.796
The shopping from website helped me to release pressure	0.326	0.674	0.170	-0.066	0.088	-0.011

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization. Rotation converged in 9 iterations.

Table-7: Factor Matrix

Factor Number	Factor Name	Items	Item loading	Total factor loading	Eigen Value	% of Variance
1	Aesthetic Value			5.117	4.247	22.351
		Shopping on this website was relaxing	0.755			
		Shopping on this website made me feel like I was in another world	0.718			
		I got so involved when I shopped on this website that I forgot everything else	0.633			
		Shopping on this website was a good "time-out"	0.572			
		During the shopping trip, I felt the excitement of the hunt	0.545			
		I enjoyed the interaction with staff	0.782			
		Shopping on this website was pragmatic and economical	0.650			
		Taking advantage of a price deal made me feel good	0.462			
2	Emotional Value			1.726	1.815	9.555
		While shopping, I felt a sense of Adventure	0.485			
		I enjoyed shopping in this website for its own sake, not just for the items I might have purchased	0.567			
		The shopping from website helped me to release pressure	0.674			
3	Functional Value			1.453	1.701	8.951
		I got a good quality product for a reasonable price	0.693			
		I got my money's worth for the money I spent	0.760			
4	Epistemic Value			1.339	1.657	8.719
		I enjoyed the exposure to new products during the shopping trip	0.743			
		I had a good time because I was able to	0.596			

		act on the spur of the moment				
5	**Hedonic Value**			1.426	1.554	8.181
		Shopping on this website was fun	0.644			
		I found the item(s) I was looking for	0.782			
6	**Utility Value**			1.343	1.406	7.399
		I got a lot of pleasure from knowing that I have saved money	0.547			
		I accomplished what I wanted to do in this website	0.796			

The Factor analysis resulted in a total of six (6) factors affecting consumers' experiences towards online purchase. The Factors were named according to the variables that correlated within them.

From the above analysis following six major factors have been identified that affect the consumer experiences towards online purchase:

The "Figure"-1 below shows the six factors that affect the customers' experiences towards online purchase along with the percentage of variance covered by each factor that shows their relative importance in terms of experiences towards online purchase. It can be clearly seen in the figure that customer's experiences are highly affected by Aesthetic Value. The second most important factor turns out to be the Emotional Value, followed by Functional Value, Epistemic Value, Hedonic Value and lastly Utility Value.
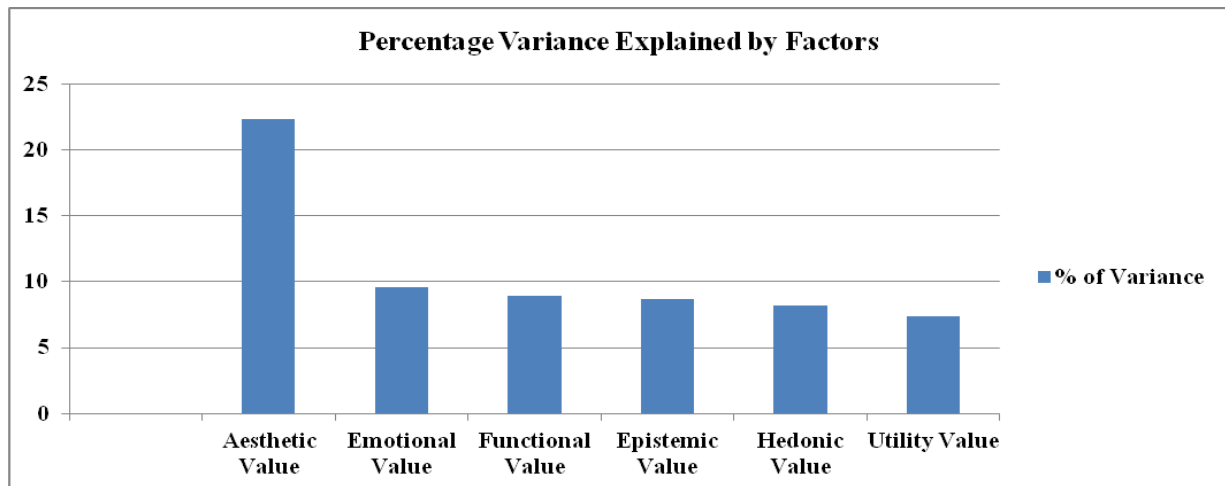

Figure-1

Regression Analysis

<p align="center">Table-8: Regression Analysis</p>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.200	0.063		34.845	.000
	REGR factor score 1	0.480	0.063	0.499	7.575	0.000
	REGR factor score 2	0.271	0.063	0.282	4.284	0.000
	REGR factor score 3	0.004	0.063	0.004	0.056	0.955
	REGR factor score 4	0.212	0.063	0.220	3.343	0.001
	REGR factor score 5	-0.025	0.063	-0.026	-0.390	0.697
	REGR factor score 6	0.054	0.063	0.057	0.860	0.391
R square = 0.380. F = 14.633, Sig. F= .000						

Predictors: Aesthetic Value, Emotional Value, followed by Functional Value, Epistemic Value, Hedonic Value and lastly Utility Value.

Dependent Variable: Overall satisfaction from online shopping experience

The above table shows that the estimated regression model can be presented as:

Overall Satisfaction = 2.200 – 0.480 * Aesthetic Value – 0.271 * Emotional Value - 0.004 * Functional Value - 0.212 * Epistemic Value + 0.025 * Hedonic Value - 0.054 * Utility Value.

Thus "Aesthetic Value" is a major contributing factor to the overall satisfaction level which implies that Customers get more satisfaction from online purchase experience when they get Aesthetic value from online purchase.

R squared is the proportion of variation in the dependent variable explained by the regression model. The values of R squared range from 0 to 1. Small values indicate that the model does not fit the data well. The sample R squared tends to optimistically estimate how well the model fits the population. For the above data, R squared value is 0.380 which is very low indicating very weak relationship between the extracted factor scores and overall satisfaction of the online purchase experience, which implies that several other factors which affect the online shoppers overall satisfaction are not revealed through this study. This may deal with

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some other factors such as price, convenience, product variety, product information; customised offers, website characteristics may be more contributing factors to their overall satisfaction experience rather than the aesthetic value of the online purchase.

Findings of the Study

Findings of the study are:

- The demographic details of the respondents revealed that the majority of e-customers who use e-commerce are male from 18 to 30 years of age who are graduates and have annual income below 1 lac.
- Majority of the respondents purchase pendrive, cases, covers, headset, screen guards, chargers. Some others purchase cables, gameboards, monitors, hard-drive, etc.
- amazon.com, flipkart.com, ebay.com and snapdeal.com are found more popular websites for the purchase of mobile and computer accessories.

Managerial Implications

The study is useful for the marketers who sell the computer and mobile accessories as well as who sell other products online. They can understand the consumers and the factors affecting their purchase decision, from what they get value and the basis of their experiences. Accordingly they can develop their strategies so that more and more customers can be attracted online.

Further Research

The study may be replicated to more exhausting sample in future and a cross study can also be made to know the online experiences. It would be worth-while to further explore the other factors besides the above mentioned factors; that have an impact on the online purchase experiences as well as the satisfaction of the consumers purchasing online. Similar studies could be undertaken for other products also with larger geographically representative samples.

Conclusion

With the popularization of computer education and the advent of internet facilities; online purchasing is becoming more popular in India. The younger generation is now tech savvy. People from 18 years to 25 years of age are found purchasing online. "Aesthetic Value" is a major contributing factor to the overall satisfaction level which implies that Customers get

more satisfaction from online purchase experience when they get Aesthetic Value from online purchase of computer and mobile accessories. Pendrives, cases, covers, headset, screen guards, chargers, cables, gameboards, monitors, hard-drive are some common accessories younger generation buy online, whose income is below Rs. 1 lac. amazon.com, flipkart.com, ebay.com and snapdeal.com are found more popular websites for the purchase of mobile and computer accessories.

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